

## **COSMA Annual Report Submission Instructions Academic Year 2022-23**

**Due Date: NO LATER THAN July 31.**

Use this document; changes are made annually.

### **2023-24 Annual Fees Announcement:**

Annual Membership Fees for programs going through or holding COSMA accreditation have stayed the same since 2008 at \$1,800 per year. **This fee will increase by 10 percent for the 2024-25 membership/fiscal year (July 1 – June 30) to be \$1,980.** However, we are instituting a process to allow “limited resource institutions\*” a reduced fee for membership. COSMA wants to enable all sport management programs to afford the accreditation process and to ensure a more equitable financial process for member institutions. The following guidelines will help you navigate an “exceptions” process that will be evaluated annually.

\* Be among the bottom 15 percent of active Division I schools from a resource standpoint, as determined by per capita school expenditures, per capita athletics department funding and per capita Pell Grant aid for the student body. **OR** Be a member of a conference in which 60 percent of the schools are among the bottom 15 percent of active Division I members from a resource standpoint. ([AASP Grants for Schools - NCAA.org](https://www.aasp.org/))

- 1) If your program is budgeted for and can afford to pay the \$1,800 annually, do nothing differently. Budget for the 10 percent increase for the 2024-25 fiscal year for \$1,980.
- 2) Programs going through first-time accreditation in FY 2023-24: Gradual payment schedule
  - Year 1: \$450 (25% of \$1,800)
  - Year 2: \$900 (50% of \$1,800)
  - Year 3: \$1,350 (75% of \$1,800)

Year 4: \$1,800 (100%)

Programs going through first-time accreditation in FY 2024-25: Gradual payment schedule

Year 1: \$495

Year 2: \$990

Year 3: \$1,485

Year 4: \$1,980

3) Other adjustments to membership fees will be determined on a case-by-case basis. See page 11 for additional information.

Late fees (\$180) will be enforced for the 2023-24 fiscal year.

Late fees will increase to \$200 for the 2024-25 fiscal year.

Not submitting materials or not communicating with COSMA Headquarters will result in AUTOMATIC ADMINISTRATIVE PROBATION on August 1. An email will be sent to your University/College and Departmental Administrators.

**The Annual Report consists of three parts:**

**Section 1:** Programmatic Information (completed by all programs), pages 3-5

**Section 2:** Outcomes Assessment (completed by programs in Candidacy Status and Accredited Programs) – pages 6-10

**Section 3:** Budget Chart: Reference for programs yet to be accredited and for those requesting annual fee reductions – page 11.

Program Information Profile – This Council for Higher Education Accreditation (CHEA) form has been modified to include basic student outcomes information: Graduation rate, completion rate, transfer rate,

graduates going to graduate school and job placement rate. If you collect these data as part of your Operational Effectiveness Goals, refer to that matrix – page 10.

Extension request: For extension of fee payment and/or Annual Report submission (page 12).

## COSMA Annual Report 2022-23

### U.S. and non-U.S.-based Programs

This annual report should be completed for your academic unit/sport management program and submitted electronically to COSMA by July 31 of each year.

#### SECTION 1: PROGRAMMATIC INFORMATION (COMPLETED BY ALL PROGRAMS)

Institution's Name:		Wilmington College of Ohio			
Address:		1870 Quaker Way			
City:	Wilmington	State:	Ohio	ZIP/Postal Code:	45177
Primary COSMA Contact Name:		Alan Ledford			
Telephone:	937-481-2253	Email:	Alan_Ledford@wilmington.edu		
Sport Management Degree Program(s):		Bachelor of Science, Sport Management			
Name of College where Sport Management degree(s) is housed:		Sport Sciences			
Academic Unit URL: <a href="https://www.wilmington.edu/academics/areas-of-study/sport-management/">https://www.wilmington.edu/academics/areas-of-study/sport-management/</a>					

A. Check the box to reflect the accreditation status of your academic unit/sport management program:

<input checked="" type="checkbox"/>	Accredited
<input type="checkbox"/>	Reaffirmation of Accreditation (check if within 2 years/letter received) *
<input type="checkbox"/>	Candidate for Accreditation*
<input type="checkbox"/>	Program Member (have not been granted Candidacy Status)

\*Estimate the month and year you want to hold a site visit:

**[e.g., submission of self-study February 2023 and site visit April 2023]**

B. Identify any significant changes that have taken place in your sport management degree programs during the reporting period. Indicate the impact of any of these changes, if applicable, in a written statement of explanation.

1. Did you terminate any degree programs during the reporting year?

<input checked="" type="checkbox"/>	No
<input type="checkbox"/>	Yes. If yes, please identify terminated programs.

2. Were changes (e.g., curricular) made in any of your sport management majors, concentrations or emphases?

<input checked="" type="checkbox"/>	No
<input type="checkbox"/>	Yes. If yes, please identify the changes by adding an additional page to this document.

3. Were any new sport management degree programs established during the reporting year?

<input checked="" type="checkbox"/>	No (skip to Section C)
<input type="checkbox"/>	Yes. If yes, please identify the new degree programs and answer B4.

4. Was approval of your regional or national accrediting body required for any of these programs?

<input checked="" type="checkbox"/>	No
<input type="checkbox"/>	Yes. Provide a copy/URL of the approval letter from your accrediting body.

5. Do you have an Associate’s degree program in sport management to include in the accreditation process?

<input checked="" type="checkbox"/>	No
<input type="checkbox"/>	Yes (You will be contacted to discuss this.)

C. Identify any administrative and other changes that directly affect your academic unit/sport management program and attach an updated organizational chart that shows these relationships. Such changes would include:

- Your sport management unit’s primary representative to COSMA
- Your institution’s President, Academic Vice President, Dean, Provost, etc.
- The head of your academic unit/sport management program (if different from the primary representative to the COSMA).
- Faculty changes

Position	Name	Title
Email		
Position	Name	Title

Email		
Position	Name	Title
Email		

What impact have these changes had on your program? Comment specifically about faculty changes (faculty leaving, new faculty, other forms of faculty turnover). If you have a new COSMA accreditation primary representative: What are you doing to maintain continuity with the accreditation process? Provide a narrative response to these questions.

***Other Changes/Issues***  
***(Includes COVID-19 impact description)***

D. Briefly comment on other changes or issues pertaining to your academic unit/sport management program (e.g., new partnerships, innovations, campus locations, change in program delivery, etc). Describe the modifications made to your program delivery, collection of outcomes assessment data and grading/graduation requirements as a result of the disruption of the COVID-19 pandemic. Provide supporting documentation, as needed. Failure to report changes may result in administrative probation.

The sport management faculty members brought the capstone/internship class back in house.

[Optional Responses]

E. How has COSMA and the accreditation process benefitted your program, faculty, students, alumni and/or other?

**Gives the program more national recognition.**

F. What can COSMA do to serve you better?

**N/A**

**SECTION 2: OUTCOMES ASSESSMENT (TO BE COMPLETED BY ACCREDITED PROGRAMS AND PROGRAMS IN CANDIDACY STATUS)**

A. Has your outcomes assessment plan changed from initial approval or since last year’s Annual Report?

<b>x</b>	No
	Yes. <b>Attach the revised O/A plan.</b>

B. Complete the following chart if you are responding to feedback from the Board of Commissioners as follows:

- Notes and Observations in a recent accreditation granted letter
- Required response items to a Candidacy Status granted letter
- Action Items from a Site Visit report
- Required response items to an accreditation deferred letter

Copy and paste the note, observation, action item or required response item in Column 1. Indicate your response to the item in the second column. Feel free to include your response as an addendum and attach documentation accordingly. **You have two years to resolve Notes.**

<i>Notes, Observations, Action Items, Required responses</i>	<i>Your Response</i>
1.	
2.	
3.	
4.	
5.	

C. Provide the URL(s) for the page on your academic unit/sport management program’s website that makes available to the public the



following (pp. 7-10 of this document):

- SLO matrix
- OEG matrix
- Dashboard data
- Program information profile
- Statement of accreditation status (includes Candidacy Status)
- Accreditation seal (accredited programs only)

**This information must be updated annually.** Failure to comply with this request will result in Administrative Probation.

URL(s): <https://www.wilmington.edu/academics/areas-of-study/sport-management/>

D. Complete the following program-level student learning outcomes (SLO) matrix and program-level operational effectiveness goals (OEG) matrix.

## Student Learning Outcomes Matrix - Academic Year 2022 – 2023

Identify Each Intended Outcome	Identify the Assessment Tool	Assessment Results: Total Number of Students Observed	Assessment Results: Total Number of Students Meeting Expectation	Assessment Results: Percentage of Students Meeting Expectation	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>SLO 1</b> Exhibit proficiency in the skill of fundraising by implementing a selling plan within the context of the sport management discipline.					
<b>Measure 1</b> SM-233 Dragons Fundraising Group Project	75% of students will achieve a 80% or higher on the rubric for the event plan	27	22	81.4%	3 – Exceeds expectation
<b>Measure 2</b> SM-233 Dragons Fundraising Group Project	75% of students will achieve the goal of average profit of \$5.00 per ticket sold.	27	22	81.4%	3 – Exceeds expectation
<b>SLO 2</b> Effectively develop communication competence in professional responsibilities to supervisors during volunteer/internship hours.					
<b>Measure 1</b> SM-385– Strategic Sport Management Practicum Preceptor Site Supervisor item number 5 and 7	80% of the students will achieve a “somewhat agree” or above on item number 5 and 7 of the final supervisor evaluation.	31	27	87.0%	3 – Exceeds expectation
<b>Measure 2</b> SM-495 – Sport Capstone	Each year, the summation of volunteer hours performed will exceed 5,000.	5,000	5,250	100%	2 - Meets expectation
<b>SLO 3</b> Students will develop the ability to network within the sporting world by conducting interview and working in event operations.					
<b>Measure 1</b> SM-440 – Leadership in Sport	80% of students will achieve a 75% or higher on the rubric for the Informational Interview assignment.	30	28	93.3%	3 – Exceeds expectation
<b>Measure 2</b> SM-233 Sport Sales and Finance - Flying Pig Marathon	80% of the students will achieve a 75% or higher on the rubric for the event plan.	27	25	92.5%	3 – Exceeds expectation

*Note: If you are using different direct and indirect measures for different degree programs, please replicate the matrix, using one matrix for each program that has different measures. If different programs use the same measures, only one copy of the matrix is needed.*

### **Student Learning Outcomes Matrix Narrative:**

Your outcomes assessment plan must include, at minimum, two direct and two indirect measures of all student learning outcomes. Some measurement tools will be used to measure more than one student learning outcome. Each student learning outcomes must be measured at least once; including more and varied measures is a better practice and is encouraged. Below, narrate how you “**close the loop**” by describing any **changes and improvements you made and plan to make as a result of your assessment activity**:

- Address ALL SLOs – those that meet or exceed expectations and those that do not.
- Explain why you have measures with insufficient data.
- Describe how this outcomes assessment data drives curricular and other decisions.
- Describe how have you improved/changed this year based on this data (close the loop).

SLO 1 – Measure 1 and 2 –In the 2021-2022 season we were to be able to complete this project. Next year, this project will no longer use student groups, this will be an individual project.

SLO – 2 – Measure 1 – Program director has improved the Sport Management Practicum course to include case studies, podcasts, experiential learning opportunities within intercollegiate athletics, and an individual project centered policies and procedures manual for sport professional preceptor.

SLO – 2 – Measure 2 – Students were able to complete their capstone hours.

SLO 3 – Measure 1 – Informational Interviews – More emphasis will be placed on completing this project. For this measure SM 440 students must bring in a subject matter expert. All students were able to locate, secure and facilitate an in-person Q & A with a practitioner.

SLO 3 – Measure 2 – Flying Pig - The assignment was completed in conjunction with a community partner. Students volunteered for the Kids 26<sup>th</sup> mile run. We feel that working with a community organization increased student motivation for this project.

## Program-Level Operational Effectiveness Goals Matrix Academic Year 2022-23

Identify Each Operational Effectiveness Goal and Measurement Tool(s)	Identify the Benchmark	Data Summary	Assessment Results: 1. Does not meet expectation 2. Meets expectation 3. Exceeds expectation 4. Insufficient data
<b>OEG 1 – Work to provide professional development seminars for students to prepare for transition to Sport Industry.</b>			
Measure 1: Senior graduation survey	75% of the students will remark at least agree with the programs ability to provide them with a worthwhile experience learning about a possible career path.	100% (16 of 16 students) agree or strongly agree.  Survey: The sport management program internship (SM-470) provided me with a worthwhile experience learning about a possible career path.	3. Exceeds Expectation
Measure 2: Industry Engagement	Faculty will arrange at least three facilities/guest speakers/meetings with sport industry professionals.	The faculty arranged more than three facilities/guest speakers/meetings with sport industry professionals.	3. Exceeds expectation
<b>OEG 2 – Provide opportunities to students to help assist with job placement in the sport industry</b>			
Measure 1: Senior graduation survey	75% of the students will remark at least agree with the programs ability to prepare them for a career in sport management.	100% (16 of 16 students) agree or strongly agree.  Survey: The sport management program has prepared me for a career in sport management.	2. Meets Expectation
Measure 2: Job Fair/Workshops	Provide opportunity for students to attend at least one professional workshop/job fair with professional sporting organizations.	The faculty arranged more than one professional workshop/job fair with professional sporting organizations.	3. Exceeds expectation
Measure 3: Senior Graduation	75% of the students will remark at least agree with the programs ability to assist them in finding placement in either the workforce or graduate education.	75% (12 of 16 students) agree or strongly agree.  Survey: The sport management program assisted me in finding	2. Meets Expectation

		placement in either the workforce or graduate education.	
<b>OEG 3 - Strive to establish and maintain connections with stakeholders from the Sport Management Program and strengthen community sport business relationships.</b>			
Measure 1 – Program Director excursions	Program director will conduct at least one visit per semester with an existing or new sporting business/industry.	Program director completed face-to-face visits with two new community sport organizations.	2. Meets expectation
Measure 2 – SPORTS board minutes	Student ran SPORTS board met in order to plan for upcoming year.	Actively planning trips to College Football Playoff, Super Bowl, and the Final Four.	2. Meets expectation
Measure 3 – Advisory Board Engagement	75% of the SMAC board will participate in each board meetings.	8/11 board member attended the first board meeting in Fall.	2. Meets expectation
<b>OEG 4 – Have faculty engage in teaching pedagogy and professional growth prevalent to the Sport Management Industry, through professional organizations, conference attendance, volunteer and research activities.</b>			
Measure 1: Faculty attendance	100% of all full-time faculty will engage in 2 or more of professional growth opportunities yearly.	100% of full time faculty engaged in professional growth opportunities.	2. Meets expectation
Measure 2: Peer evaluations	All full-time faculty will be evaluated by one peer on a yearly basis	Area coordinator/peer review yearly observations were conducted.	2. Meets expectation
<b>OEG 5 – Enhance retention efforts, quality of graduates and commit to excellence in sport management education.</b>			
Measure 1: Admission and retention rates	Record number of majors and graduates	Major: 116 Graduates: 22	2. Meets expectation.
Measure 2 – SM faculty participation in all Wilmington College recruiting events.	100% participation at all events	Faculty participation: 100%	2. Meets expectation.
Measure 3 – Enrollment/Graduate	The sport management program will graduate at least 12 students each year from the program.	The sport management program graduated 22 students.	3. Exceeds expectation

OEG #1 and #2 – The program will have to look at digital and virtual workshops in order to seek expertise and job openings within the sporting world.

OEG #3 – The sport management program director recently created the Sport Management Advisory Council, upon seeing the lackluster response of students feeling that job placement was not satisfactory at Wilmington College. The group will meet on a bi-annual basis, in hopes to eventually meet semi-annually.

The group provided expertise, advisement, guest speakers and acts as a sound board to the program director. The group consists of executives in varying stages of their careers. Organizations represented include: Learfield Licensing Partners, Cincinnati Bengals, Miami Heat, NFL – On-Location Experience, Columbus Blue Jackets, Local High School Athletic Director, Future Stars of Dayton

OEG #4 – Faculty members continue to meet on an as needed basis. The campus had a restructuring of office and the entire sport management staff is housed within the same building/offices/hallway. This has helped with communication and immediate feedback tremendously.

OEG #5 – The number of sport management students continue to rise despite COVID 19 and lower enrollment across the campus.

## PROGRAM INFORMATION PROFILE

*This profile offers information about the program in the context of its mission, basic purpose and key features.*

### Name of Institution

Institution: \_\_\_\_\_Wilmington College of Ohio\_\_\_\_\_

Program/Specialized Accrerator(s): \_\_\_\_\_COSMA\_\_\_\_\_

Institutional Accrerator: \_\_\_\_\_The Higher Learning Commission\_\_\_\_\_

Date of Next Comprehensive Program Accreditation Review: \_\_\_\_\_2027\_\_\_\_\_

Date of Next Comprehensive Institutional Accreditation Review: \_\_\_\_\_2023 - 2024 \_\_\_\_\_

URL where accreditation status is stated: <https://www.wilmington.edu/about/accreditation>\_\_\_\_\_

### Indicators of Effectiveness with Undergraduates [As Determined by the Program]

1. Graduation Year: 2022-2023 # of Graduates: 22 Graduation Rate: 100%
2. Average Time to Degree: 4-Year Degree: 4 years 5-year Degree \_\_\_\_\_
3. Annual Transfer Activity (into Program): Year: 2021  
# of Transfers: 3 Transfer Rate: \_\_\_\_\_
4. Graduates Entering Graduate School: Year: 2022  
# of Graduates: 22 # Entering Graduate School: 2
5. Job Placement (if appropriate): Year: 2022  
# of Graduates: 22 # Employed: 8

*Form developed by the Council for Higher Education Accreditation. © updated 2020*

**SECTION 3: BUDGET CHART AND FLOWCHART  
(OPTIONAL FOR PROGRAMS REQUESTING FEE REDUCTION)  
REVIEWED ANNUALLY**

<b>Step 1: Are you working toward first-time accreditation?</b>	
<b>Yes</b> ↓	<b>No</b> ↓
Your membership fee is as follows: Year 1: \$450 Year 2: \$900 Year 3: \$1,450 Year 4: \$1,800	Move to Step 2
<b>Step 2: Do you have temporary financial need or a long-term financial need?</b>	
<b>Temporary</b> ↓	<b>Long-term</b> ↓
Discuss your need with COSMA leadership on an annual basis Email: <a href="mailto:cosma@cosmaweb.org">cosma@cosmaweb.org</a>	Discuss options for achievable, regular payments Email: <a href="mailto:cosma@cosmaweb.org">cosma@cosmaweb.org</a>

**Options for temporary financial relief:**

- Take off a percentage of the full cost (e.g., 25%, 10%)
- Pay fee in two installments: \$900 July 1 – December 31 and \$900 January 1 – June 30

**Options for long-term financial relief:**

- Assess long-term budget and propose an amount
- Consider working toward full fee with extended period to reach it (> three years)

**REMINDER: FEES WILL INCREASE FOR THE 2024-25 FISCAL YEAR (OUTLINED ON PAGE 1)**





## REQUEST FOR AN EXTENSION

In extenuating circumstances, the Board of Commissioners will work with programs individually to modify the timelines set forward in the *Accreditation Process* manual for the following steps of accreditation:

- Reaffirmation of Accreditation (every 7 years)
- Candidacy Status (up to 5 years)
- Annual Report submission (annually by July 31)

It is the responsibility of the COSMA Primary Contact to communicate to COSMA headquarters and with the Board of Commissioners regarding extension requests. The Board of Commissioners will make decisions on a case-by-case basis. Not all requests will be granted or the timeline may be modified from what is requested. Even if your program is facing more than one “extenuating circumstance” listed below as examples, your request may be denied by the Board of Commissioners. Additional information or reporting may be requested to allow for the extension. Extension requests must be made well in advance of the deadline:

- Reaffirmation of Accreditation: Nine (9) months prior to the expiration of accreditation
- Candidacy Status: One (1) year prior to the expiration of Candidacy Status
- Annual Report: No later than May 31, two (2) months prior to the due date

**Previous deadline:** (e.g., Reaffirmation of Accreditation by February 2024)

**Requested new deadline:** (e.g., A one-year extension to February 2025)

**What are the extenuating circumstances facing your program and/or leadership that merit asking for an extension?** (e.g., significant or number of changes in leadership, significant budget cuts, significant program redesign or reorganization or similar)

**From the most recent Annual Reporting cycle, list any feedback, comments or concerns raised by the Commissioner and staff who reviewed your report. Add pages, as needed.** (e.g., modifications to outcomes assessment, insufficient data issues, loss of faculty/lines, incomplete or inadequate outcomes assessment data analysis, loss of other important program capacities or experiences, etc.)